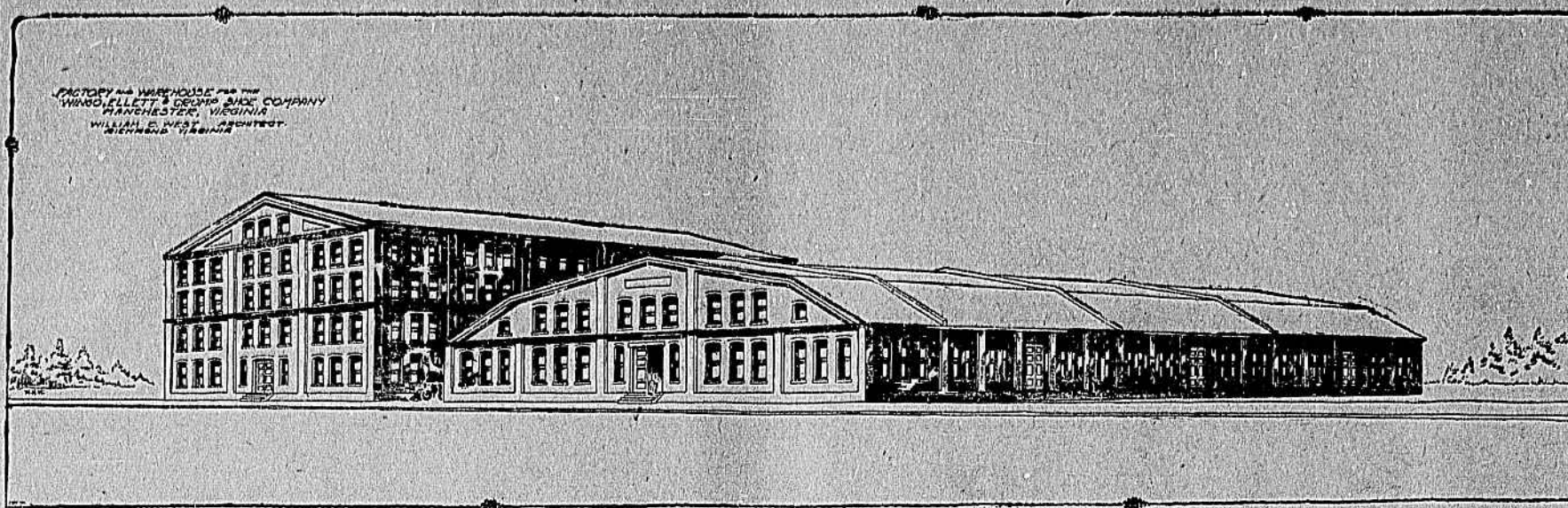


Necessity Is the Mother of Invention.

The steady increase in our business requires additional room in which to handle the goods, and the attached cut represents the buildings about to be erected to accommodate us, with an area of 51,000 square feet for offices, warehouse and factory.



FACTORY AND WAREHOUSE FOR THE WINGO, ELLETT & CRUMP SHOE COMPANY, RICHMOND, VIRGINIA.

Kenmore Line.

"It Takes Good Things To Make Good Things."

We use only the very best and most reliable tannages of both upper and sole leather in our factory goods, thus guaranteeing the consumer the best service possible to be obtained at the prices. A trial will convince any man, woman or child that ours are the best goods on the market.

A Few Trade Winners Produced by Our Kenmore Factory

Guaranteed to Be Solid Throughout.

Men's..

Hunt Club,
Cavalier,
Mikado,
True Merit.

Shoes
Built
On
Honor.

Lady Fairfax,
Colonial Girl,
Carolina Belle,
Virginia Girl.

Women's

Ask Your Dealer for Wingo, Ellett & Crump Shoe Co.'s Kenmore Line.

MAKING FOOTWEAR FOR THE SOUTH

The Wingo, Ellett & Crump Shoe Company in Larger Quarters.

THEIR BRANDS VERY POPULAR

The Concern Now Has a Large Factory—A History of the Business.

The Wingo, Ellett and Crump Shoe Company is one of the leading houses of the South as manufacturers of and wholesale dealers in footwear. The foundation work of this great business was begun in 1870 by Charles E. Wingo, John S. Ellett and James D. Crump. In 1891 it was incorporated by the same gentlemen, and a reorganization was effected and capitalized at \$150,000.

The company is composed of able financiers and business men. The main office and warehouse is located at Nos. 1398-1410 East Main Street. A large and general assortment of shoes in every grade is carried to meet the requirements of the shoe trade throughout the South, and there is a growing demand for their special brands, which have become so popular in all sections where they have been sold. The company has made a careful study of the needs of the territory they cover, and manufacture footwear in several grades in order to give retailers a wide range to suit the tastes and means of a variety of customers, scattered throughout every district of the South.

On July 1, 1934, this concern absorbed the Kenmore Shoe Company, of Fredericksburg, Va., where the factory is now located, and from which the following special brands are turned out: For women—Virginia Girl, Carolina Belle, Colonial Girl, Lady Fairfax; for men—Hunt Club, Somerset, Mikado, Cavalier, True Merit, Sterling, Cliff.

The company is also owner of and sell the following brands of shoes: Men's—Kyle Tie, Asheville Tie, Fairfax, Essex, Ace; for women—Radnor, Dixie, Queen and Hankins line of fine shoes, etc., all of which have attained an enviable reputation throughout the South, where they have been used for years and have but rarely failed to give good service. They are built on honor and made to wear and give satisfaction to the wearer.

uation among retailers and consumers alike, until in many sections it is the recognized standard of excellence by which the wearing qualities of other makes are gauged. This firm does a business of about one million dollars per year, and its trade for the year just closed showed a very considerable increase over that of any previous year, and prospects for business during the next twelve months is very encouraging. All indications point very distinctly in the direction of continued prosperity and trade extension.

The Fredericksburg branch of the business consists of a well appointed factory and warehouse. The factory is equipped with the latest and best machinery now employed in manufacturing boots and shoes. The materials used are the best, and no doubt this fact has done much to popularize their leading brands, which are manufactured here. The factory gives steady employment to one hundred and fifty operators, and its capacity is nine hundred pairs of shoes per day.

The Richmond store and warehouse now occupied by this company consist of a four-story building, 52x120 feet long, and containing as it does large storage capacity, it is found wholly inadequate to accommodate the rapidly increasing business enjoyed by this house, and plans have been prepared for an up-to-date structure, adapted especially to the wholesale shoe business. The company has purchased at Second and Decatur Streets, on the tracks of the Southern Railway, in Manchester, a site, 197x250 feet, on which will be erected warehouses, offices and salesrooms, which will contain more than 6,000 feet of floor space. The company hopes to be installed in their new and conveniently arranged quarters by May 1st, and with unsurpassed truckage facilities at their door, will place them in position to get out orders with incredible dispatch.

The Wingo, Ellett and Crump Shoe Company enjoys the distinction of being the only manufacturer of shoes in this section, and they will erect immediately the completion of their new buildings in Manchester a large manufacturing plant on an adjoining site. Meanwhile manufacture will be continued on a constantly enlarging scale at the Fredericksburg factory.

The company is wholly made up of Virginia people, and each member has acquired himself very creditably as an individual worker. The advancement of Richmond, commercially, financially, socially and otherwise, and are all honored citizens. That the house is a substantial pillar in Richmond's business structure goes without saying. That it is a safe and reliable business concern is proved by its increment of capital, which, with accrued surplus, is now nearly twice as much as the original capital.

The officers and directors of the company, as at present constituted, are C. E. Wingo, president; Charles J. Green, vice-president; W. P. Gordon, secretary; George H. Wilson, treasurer; H. S. Hotchkiss, manager of sales. The above, with J. L. Crump, A. W. Hankins, T. R. Axon and C. D. Burruss, are directors.

The firm has membership with the Chamber of Commerce, in which body it has a potent influence. Mr. C. E. Wingo is also vice-president of the American National Bank.

A GROUND SWELL IN OLD VIRGINIA

(Continued From Ninth Page.)

been erected in all parts of the city. The handsome new public building was occupied by the post office and custom house forces in July.

Early in February the plant of the Old Dominion Brewing Company, located just above the city, will be put in operation. The plant is practically completed now and nearly a million dollars has been spent on the building and machinery. A small, overland punts factory has been established during the past twelve months and a plant for the making of oil cans will be established in the next few months.

The lack of smaller industries has always been deeply felt here and for several years the Chamber of Commerce has been actively at work endeavoring to locate enterprises of various kinds. Some success has already been met with and more substantial results are expected to develop in the future.

ABINGDON, VA.

New Manufacturing Enterprises Add to Business Prosperity.

(Special to The Times-Dispatch.)

ABINGDON, VA., Dec. 31.—Noteworthy among the manufacturing enterprises established in Abingdon during the past twelve months are the large canning factory, owned by Mr. Alex. Stuart, and the planing mill and furniture factory of Buckley, Lester & Hart.

The canning factory began operation in the early summer, and gives employment to about sixty persons. The products are vegetables and fruits.

The planing mill and furniture factory, which is owned by Mr. Charles W. Palmer, one of the wealthiest and best known business men in Southwest Virginia, has shared during the past year in the general prosperity which has covered the whole of this valley. Perhaps the most important business move of the past twelve months was the organization of a Board of Trade. This body is composed of representative business men of the town, and though organized but a short while ago, its influence has already been felt.

The W. J. Lott Shoe Company has consolidated with the Richmond Shoe Works, and its business will be more active than ever. As assurance of this fact the Chesapeake and Old Dominion run a belt line from its main track to the foundry. This, of course, will not only increase the output of the shoe works, but will sprout other industries equally.

Culpeper, Va.

(Special to The Times-Dispatch.)

CULPEPER, VA., Dec. 31.—Culpeper has witnessed a substantial increase in its business enterprises during the past year. The general volume of business or her banks has largely been in excess of any previous year. Its grocery, dry goods and mercantile establishments, and in fact, its industrial enterprises of all kinds have during 1934 made profitable incomes. An firm shipping to the Washington, Baltimore and New York markets this season over 5,000 dressed turkeys. There are now projected for the year 1935, several large business enterprises,

chief among them being an ice plant, by the owners of the electric light plant, and an electric railway and some additional mercantile houses.

NORTHUMBERLAND.

General Prosperity Reigns and the People Are Content.

(Special to The Times-Dispatch.)

THEATISVILLE, VA., December 31.—The business interests of the Northern Neck have gone ahead wonderfully during the year 1934.

It has been the most prosperous year with merchants that they have ever known.

Fishing, which is the principal industry of this section, has done an unusually good business. The menhaden fisheries, during the fall months, caught some of the largest and fattest fish ever seen here, which put thousands of dollars in the pockets of the fish men.

Oyster business has also done a good business. Oyster have been scarce, but are bringing unusually high prices. The farmers also have had a prosperous year. Unusually large crops of wheat and corn, as well as trucks, have been the result of their labors.

The most noted industry started in the pickle factory, which was started last spring at Tippecanoe, in lower Northumberland county. This factory did a remarkable good business for the first year. It is the first factory of its kind ever established in the Northern Neck.

Nearly all of the leading builders and contractors of this section, have had more work than they could attend to. The outlook of business in 1935 is very bright. Business of all kinds promises to surpass the year just passed. Already a bank is being built here, the second in the county. Work has been suspended for the cold weather, but the bank will be put in operation early in the spring. Everything is in a prosperous condition, and the people are well contented.

WAYNESBORO, VA.

Newly Organized Board of Trade Active in Inducing Industries.

(Special to The Times-Dispatch.)

WAYNESBORO, VA., Dec. 31.—The town of Waynesboro has shared during the past year in the general prosperity which has covered the whole of this valley. Perhaps the most important business move of the past twelve months was the organization of a Board of Trade. This body is composed of representative business men of the town, and though organized but a short while ago, its influence has already been felt.

The W. J. Lott Shoe Company has consolidated with the Richmond Shoe Works, and its business will be more active than ever. As assurance of this fact the Chesapeake and Old Dominion run a belt line from its main track to the foundry. This, of course, will not only increase the output of the shoe works, but will sprout other industries equally.

The Virginia State Insurance Company has assets exceeding \$725,000, and surplus to policy holders of \$280,000. The Virginia State is owned by home people, managed by home people, employs home people, spends its money with home people, and should be patronized by home people—Capital Savings Bank, Agent.

"Charity begins at home." So, also, should the patronage of home people be given home institutions. The Virginia State should not be forgotten in this connection.—D. N. Walker & Co., Agents.

as important to the town. In fact, the Board of Trade is already in correspondence with several parties who propose to establish such enterprises.

There are several other factories which have improved their quarters. Among these are Alexander Brothers' furniture factory, the Lambert Manufacturing Company, J. W. Ellison, Son and Company, Lovell and Gaw, the Hammer Carriage Company. A comparatively new industry is that of Charles J. Ellison, tobaccoist, which is in a flourishing condition.

The Fishburne Military School erected an addition to the barracks this past summer and has fifty per cent. more boys than last session. The Valley Seminary has been expanded to its utmost capacity and has had to turn away applicants.

A number of handsome residences have been erected. A system of sewerage, one of the greatest of Waynesboro's needs, is under way.

Keyville, Va.

(Special to The Times-Dispatch.)

KEYVILLE, VA., Dec. 31.—During the past year a number of new dwellings have been built in Keyville. The Keyville Plow Works have begun operations and are unable to supply the demand for their goods. During the coming year they expect to enlarge their plant and add many improvements.

The Keyville Planing Mill cannot keep up with their orders. Two new stores with well filled stocks of goods have been recently opened. Mr. W. H. Landrum and Messrs. C. M. and W. E. Halley-Holmes & Co. built a pickle factory last fall and have hundreds of bushels of cucumbers in brine. Two new telephone lines have been completed during the year. The Central and the Lunenburg Lines, making connections with the outside world. Keyville is a growing town and now has one thousand inhabitants.

Prosperous Pulaski.

(Special to The Times-Dispatch.)

PULASKI, VA., Dec. 31.—The year just passed has been a very prosperous one for Pulaski. Business generally has been good, and is growing steadily. A number of new brick dwellings have been erected and numerous frame ones; the sale of lots in the town has been greater this year than for a long time.

The Pulaski Mining Company are erecting a large rowing furnace for the purpose of getting the sulphur out of ore and making it into sulphuric acid, after the ore is roasted it will be run into an iron furnace. This plant will employ over three hundred men. The majority of the employees will be brought from other points.

The Pulaski Iron Company has put their furnace in blast, after giving it a thorough overhauling and remodeling and are making a larger amount of iron than ever before. Six casts were made in twenty-four hours recently, making 24 tons of iron, the largest output ever made in the same length of time in the history of the furnace, and being fifty-four tons more than the capacity of the furnace.

Several new stores have opened up within the year and are doing a good business. The Norfolk & Western Railway has enlarged the platform at their freight depot and covered same.

Downes & Co., of Baltimore, are operating a produce plant here, and are doing a large business, packing butter, eggs, fowls and all kinds of produce. They employ from twelve to fifteen hands, and have their own electric light plant.

The town has built a new one-hundred foot steel wagon bridge and several thousand feet of granite sidewalks out of money derived from the dispensary, and will build another bridge and more sidewalks as soon as the weather opens up.

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Pearisburg, Va.

(Special to The Times-Dispatch.)

PEARISBURG, VA., Dec. 31.—Pearisburg is one of the oldest county towns west of the Alleghenies, but owing to the Anglo-Saxon mania for holding land it has been land-locked for forty years, the owners of the land preferring to graze the magnificent blue grass rather than engage in the town lot business, but County Treasurer J. H. Woodrum succeeded in buying about twenty acres adjacent to the town, and immediately cut the same up into town lots and sold them almost before the bids were in. There are now about thirty town lots are without substantial residences today.

Pearisburg this year spent about a thousand dollars on the streets and about three thousand dollars on the new water works plant. The new reservoir is stone, with a capacity of seventy thousand gallons, supplied from a magnificent mountain spring, and distributed in a four-inch main line to the town. It has a daily capacity of about one hundred and fifty hides, thus producing about three hundred dollars of water every day.

The Town of Crewe.

(Special to The Times-Dispatch.)

CREWE, VA., Dec. 31.—Although it has just been sixteen years since Crewe was started the town has 1,600 inhabitants and it is one of the most contented and attractive towns in Southwest Virginia. There are two banks, both doing a thriving business.

The council will soon execute a contract for electric lights. Telephones run all through this section of Virginia, which results in incalculable benefit to business interests.

Crewe has advanced rapidly this year, and business of all classes has been good.

MASQUERADE BALL.

Sheets and Pillow Cases Were the Chief Disguise.

(Special to The Times-Dispatch.)

CHATHAM, VA., December 31.—The following is an invitation to a phantom masquerade ball given by the young men in the town hall Thursday night to the girls of the town.

"Invite. Do not feel of this paper. It is not engraved, but it carries with it the best of good feeling, the compliments of the season, and an invitation to a phantom masquerade ball given by the boys of this festive village to the girls on Thursday evening, December 29th. Do not shudder for this is not a rubber ball, nor a high ball, but merely a spheronous pillow case. It is a shame to hide the faces of our charming guests, but we suggest the guess that the prevailing color will be white, and that a more sheet and pillow case will serve a useful purpose. These very expensive invitations will only be issued to out-of-town people. If they come you can't keep us away. We seek to make the disguise complete, and escort should be kept quiet. By the way, have you observed this? Do not give it to Do not give it to an answer. Doubtless many 'Nos' will be given while lingering at the gate."

Sheets and pillow cases composed the disguise. A large number of invitations were issued and many responded. Fun and merriment reigned supreme and was

among the most delightful occasions of the week.

Many figures were danced, and the music, which was the kind usually had at country dances, added much life to the joyous evening.

WARRENTON, VA.

(Special to The Times-Dispatch.)

WARRENTON, VA., Dec. 31.—The pleasure incident to Christmas week in Warrenton have scarcely been affected at all by the vicious attack of an unrelenting winter. Fox hunts, sleigh rides, turkey shoots, and dances have all been indulged in by their particular votaries. Wednesday night a large bus party drove to the home of Mr. and Mrs. Herbert Ashton, where they were delightfully entertained. Thursday evening a german was held at the town hall. All throughout the week numerous small and informal receptions were given at various private residences here. The Misses Mary, Mr. Murrie, Forbes, of Norfolk, spent Christmas with his family in Warrenton. Mr. and Mrs. Murling, of New York, are at the home of their daughter, Mrs. James K. Maddux.

Mr. Thomas H. Marr, of Bucha Vista, is visiting his aunt, the Misses Mary, Mr. Murrie, Forbes, of Norfolk, spent Christmas with his family in Warrenton. Mr. and Mrs. Murling, of New York, are at the home of their daughter, Mrs. James K. Maddux.

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The Virginia State Insurance Company has assets exceeding \$725,000, and surplus to policy holders of \$280,000. The Virginia State is owned by home people, managed by home people, employs home people, spends its money with home people, and should be patronized by home people—Really Bond and Trust Co., Agents.

SPECIAL EXCURSION TO HAVANA, CUBA VIA ATLANTIC COAST LINE.

A personally conducted excursion to Havana, Cuba, will leave Washington, Richmond and Norfolk, January 4, 1935, connecting with the P. & O. S. S. Co's steamer "Olyette," leaving Port Tampa, Fla., night of January 6th. Party will be limited to 100 persons; therefore, make reservations promptly, to secure proper accommodations on steamer. Mr. A. W. Elliot, who speaks Spanish fluently, will meet the party at Jacksonville and accompany them to Havana.

Passage limited to return from Havana on any steamer until January 19th, with privilege to stop over at any point in the State of Florida, south of Jacksonville, within the final limit, January 22d.

The rate, \$48, from Richmond, for the round trip, includes meals and state rooms on steamer.

Any other information on pamphlet on Cuba, will be furnished on application by telegraph, 638 East Main Street, or W. J. Craig, G. P. A., Wilmington, N. C.

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